LegitScript ScriptCert

GUIDE

HEALTHCARE

From Certification Application to Approval

A Step by Step Guide

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Ready, Set, Certify

If you've read our Healthcare Certification 101 guide, you already know all of the reasons why it pays to be certified: access to major advertising platforms, more seamless payment processing, and improved patient trust.

Now, you're ready to take the step to get certified. But where to start? In this guide, ScriptCert walks you through the application process step by step. You'll learn what the review entails and what happens after we help you become LegitScript-certified.

If you have questions as you make your way through your application, reach out to Scott at scott@scriptcert.com.

1. What the Review Includes

During your review, LegitScript Analysts conduct a thorough evaluation of key aspects including licensure, business registration, website content, affiliates, privacy policies, patient practices (services, products), and promotional activity. They may have questions about the application or need additional documentation.

It's not uncommon for a business to have areas of minor noncompliance that must be remediated before receiving certification. We encourage applicants to respond promptly to questions to help keep their application review on track.

****Note**: ScriptCert will pre-screen these areas to identify minor noncompliance before your final submission to LegitScript.

2. Common Analyst Requests

It's important to submit a complete and thorough application to avoid delays in its review. Below are some of the most common issues that can hold up an application.

Incomplete Documentation

Use checklists and upload relevant templates like the compounding addendum, healthcare licensure, telemedicine sheets. Contact Scott at scott@scriptcert.com to receive the necessary templates and resources.

Unverified Partners

Your partners play a crucial part in your business, which means they're also an important part of your application review. A merchant's partners, such as partner pharmacies responsible for the fulfillment of prescription medication to patients, are generally required to be LegitScript-certified or accredited by another recognized body. Be sure to verify whether your partners hold a **Certified** or **Legitimate** status before submitting your application on our website using the See the Status of a Website tool. Please be advised that there is a maximum of 5 free look-ups per week per IP address. ScriptCert can assist with these bulk lookups.

Website Under Construction

We understand that your website may not have yet launched as you pursue certification. In these instances, we ask you to provide wireframes or snapshots of your website along with clear go-live timelines. We ask that you inform us when your website goes live so we can perform a final review; as an incomplete website will typically lead to a preliminary certification.

About Preliminary Certification

Preliminary Certification is a temporary status granted to applicants who meet LegitScript's Certification Standards but have certain aspects of their business still in development, such as a website that has not yet launched. This designation allows applicants to demonstrate compliance in advance and transition seamlessly to full certification once all components are live.

Preliminary Certification offers the same benefits as regular certification, and your status will be publicly verifiable on LegitScript's website. However, the certification seal code will be issued only once the conditions of preliminary certification have been met.

Inadequate Provider Transparency

Applicants' websites must clearly disclose all states, territories, provinces, and/or countries in which applicants' services are available. The applicant must also provide all domain names and websites under its control, and disclose all affiliates.

Unclear Policies or SOPs

It's important that your business have clear written policies and standard operating procedures (SOPs) around processes such as quality assurance, batch testing reports, and compounding, where applicable. Please have this documentation ready.

Undisclosed Disciplinary History

Please disclose any prior criminal, regulatory, or civil violations, along with any ongoing, resolved or otherwise addressed litigation, that involves the principals, key staff, and any medical or pharmacy practitioner associated with the business. Additionally, please describe remediation plans associated with any adverse history.

3. Post-Approval: What Comes Next

Ongoing Monitoring

LegitScript performs ongoing monitoring throughout a healthcare provider's certification period to ensure compliance. This ensures your business stays aligned with our Certification Standards across licensure, legality, patient safety, and promotional practices.

Seal Usage

Certified healthcare providers are encouraged to display their custom LegitScript seal on their website, but they are not required to do so. The LegitScript seal uses custom code to display the date, which shows customers that you are current and active in your certification.

The LegitScript seal links to a verification page that proves your certification status, reinforcing trust and credibility. You can request your custom seal through ScriptCert or by contacting Scott at scott@scriptcert.com.

Handling Reports

We take reports of noncompliance seriously. If issues of noncompliance or violative activity surface after approval, LegitScript will require remediation Failing to respond or correct violations could result in certification suspension or revocation of your certification.

Bonus Resource: Visit our post-certification webpage to learn more about how to maximize the benefits of your certification.

Certification Renewal: Keeping Your Certification Active

Compliance is not about providing a snapshot in time, but demonstrating an ongoing and persistent commitment to proper business practices. This is why LegitScript requires annual renewals and performs ongoing monitoring.

Certification is valid for one year from the date of certification. However, your certification will remain continuous as long as your renewal is completed in a timely manner.

Renewal process updates going into affect:

- Payment of your annual certification which is automatic on your renewal date
- Submission of your renewal questionnaire if you've had any changes in the past year such as new owners, licenses, websites, products, or services.

The renewal process is usually faster than the initial application, provided your business has maintained good standing and submitted timely updates. It's completed once you've paid the annual renewal fee.

ScriptCert will notify you 60 days before your certification expires to begin the update questionnaire.

Advertising Compliance: Your Certification Is Not a Free Pass

One of the most valuable benefits to LegitScript Healthcare Merchant Certification is that it unlocks advertising eligibility on platforms including Google, Meta (Facebook/Instagram), Microsoft (Bing), TikTok, and others.

However, each platform has its own advertising policies to which you must still comply. Noteworthy examples of these policies include:

- **Claims requirements:** ensuring your ads refrain from making prohibited disease/health claims or structure/function claims
- **Prohibited content rules:** refraining from advertising products or services prohibited by the platform
- **Landing page standards:** ensuring the pages your ads link to adhere to the policies of the platform

While LegitScript Certification opens the door to advertising on these platforms, it does not shield your ads from rejection or from account penalties if your ads violate platform rules. Be sure to read and understand the policies of each platform before advertising.

4. Ongoing Best Practices

LegitScript wants to support you in maintaining ongoing compliance so that you can avoid disruption to your ad campaigns and potential problems with your payment processing. Following are some tips to ensure your business remains compliant.

1. **Regularly audit.** Now that you are familiar with LegitScript's Certification Standards, periodically review your website, documentation, and business practices to ensure they continue to conform.
2. **Licensure and registration.** Ensure all healthcare provider, pharmacy, or business licenses remain valid and current in all jurisdictions where you operate.
3. **Staff changes.** Inform ScriptCert if any staff changes occur, especially those involved in prescribing or dispensing, products, services, licensure, areas of operation, etc, change. Additionally, certified entities are required to notify LegitScript within 30 days after becoming aware of any staff that is subject to disciplinary action.
4. **Domain ownership and website content.** Ensure your website clearly displays required information and scrutinize any changes to website content to ensure it adheres to Certification Standards.
5. **Affiliates and partners.** Monitor relationships with partner pharmacies, telemedicine providers, and distributors to ensure they remain in compliance. Inform LegitScript of any changes to your affiliates or partners.
6. **Advertising copy.** Avoid using unapproved health claims or misleading descriptions.
7. **Be responsive.** If ScriptCert or LegitScript contacts your team with any post-certification inquiries, respond quickly. Failure to engage could jeopardize your certification status and downstream partnerships.

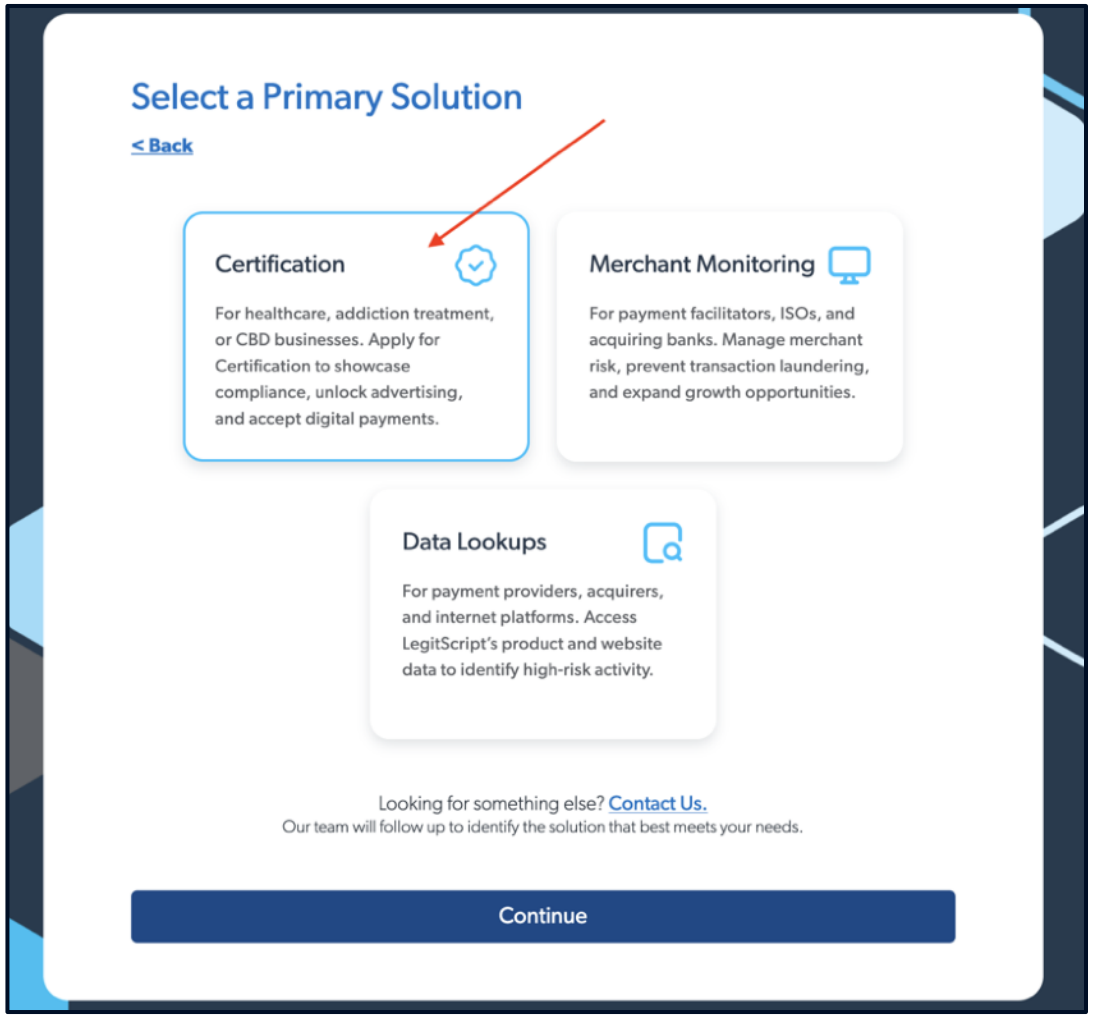
Appendix: Application Process Screenshots

Create an Account

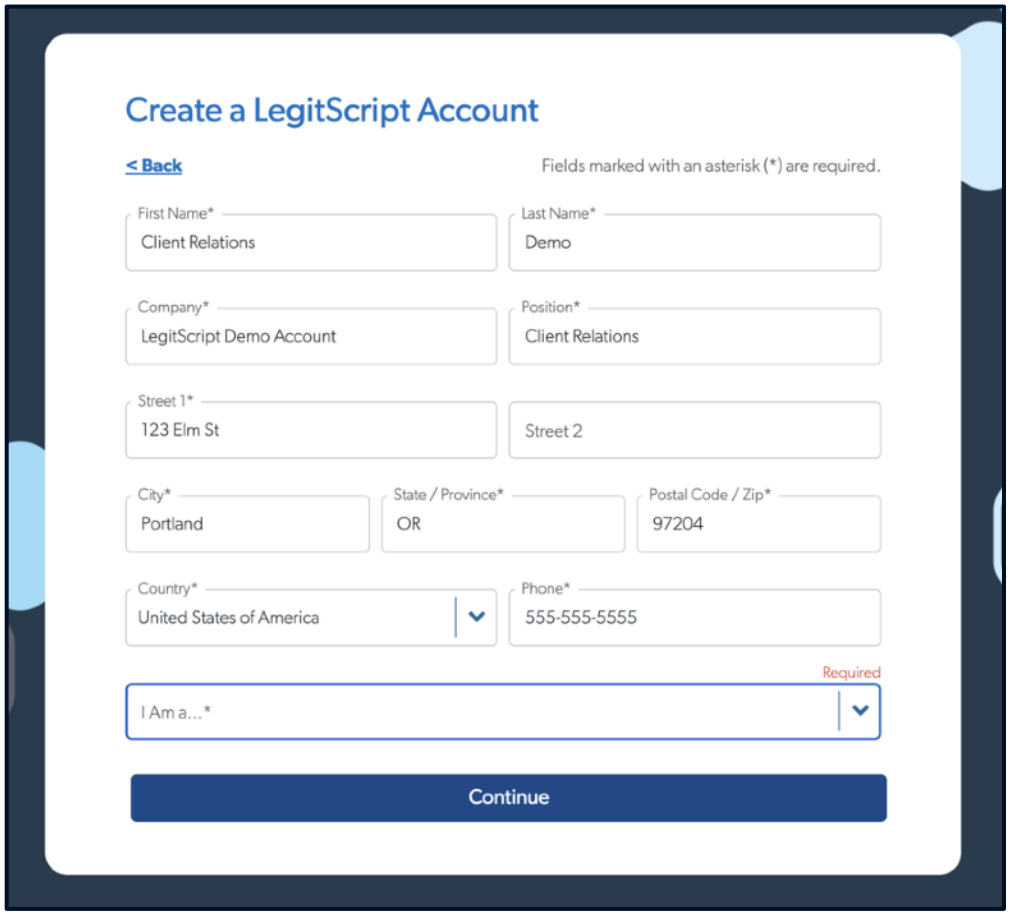
- Go to certification.legitscript.com and create an account using the Sign up button.
- For the best experience, please use Google Chrome on a desktop or laptop. Mobile devices are not supported.

Start a Certification

- Select the option for Certification.

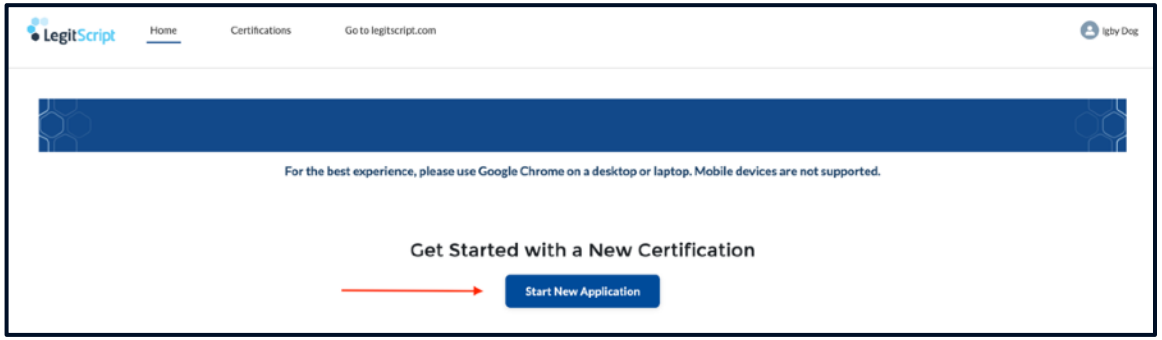


- Complete the registration form and confirm account via email.
- An email will be sent to you with a link to complete the registration process.
- Please note that the link will expire in two hours.

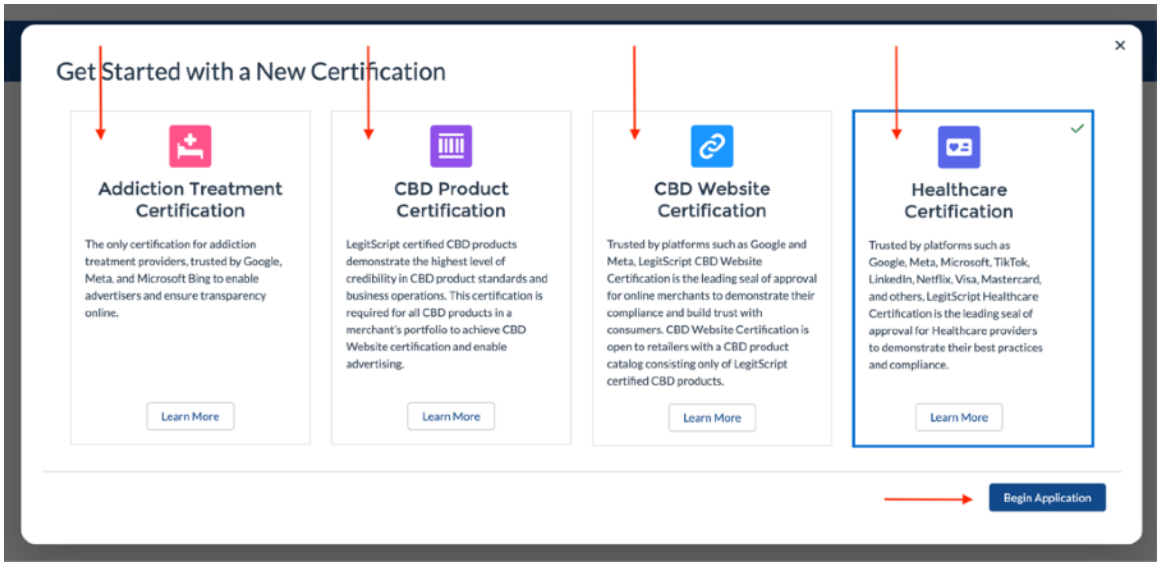


Start an Application

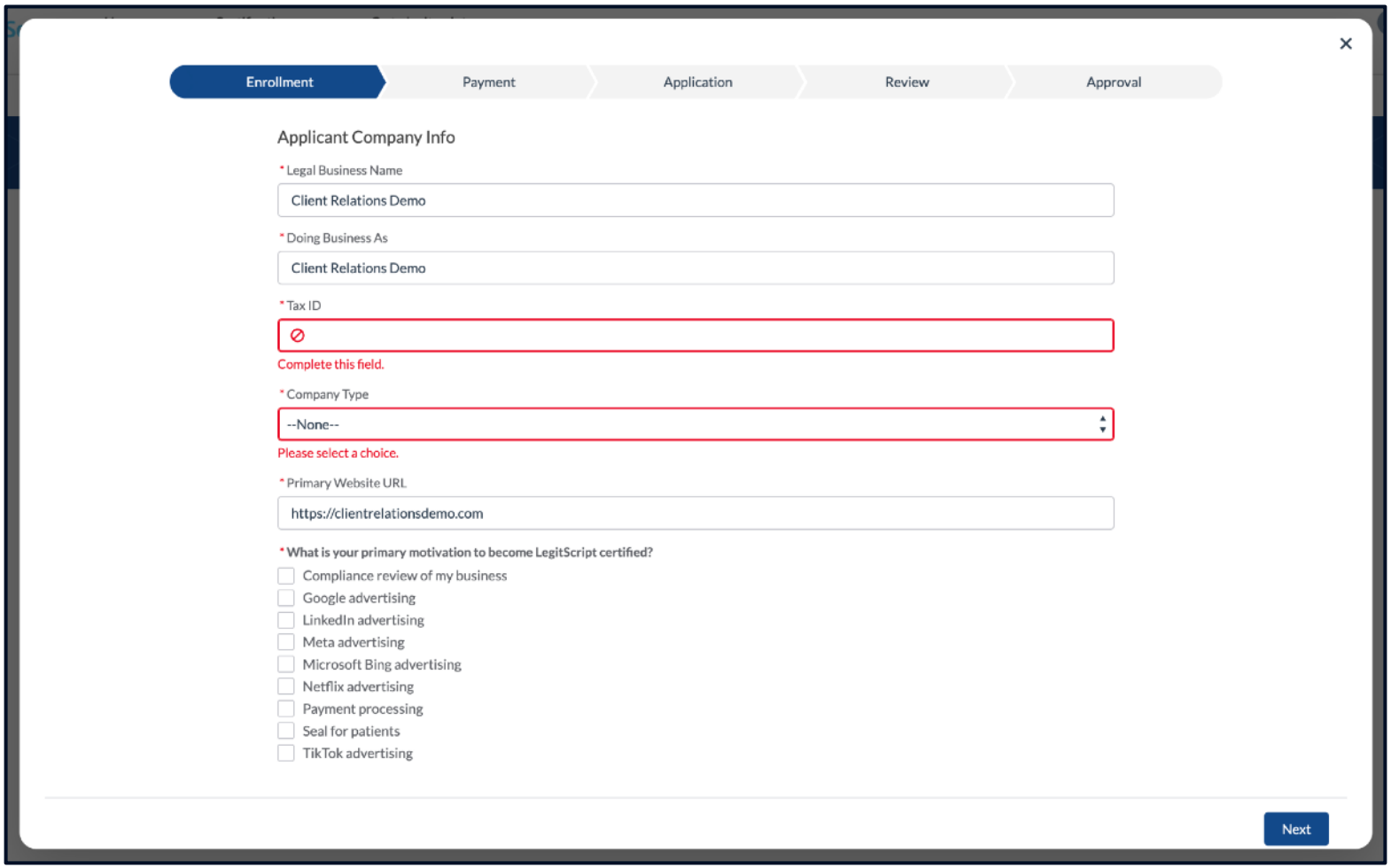
- Select Start New Application.



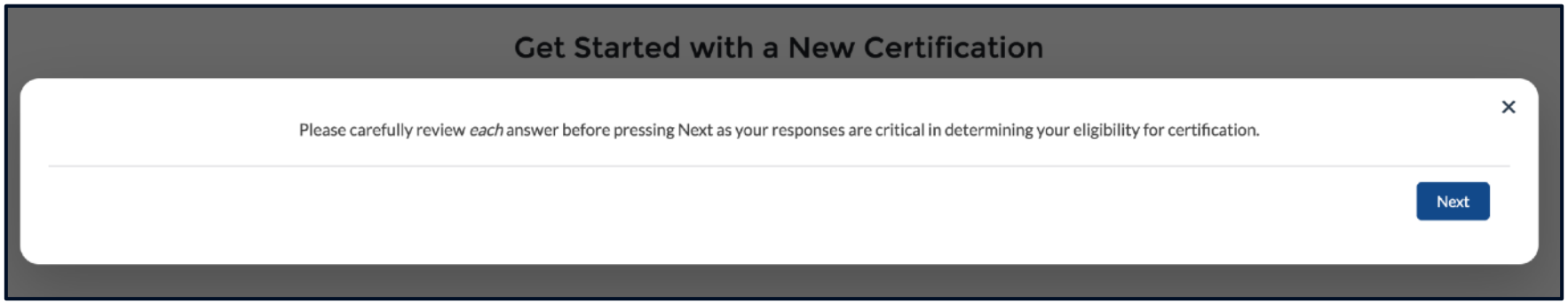
- Select the correct certification category for your business.



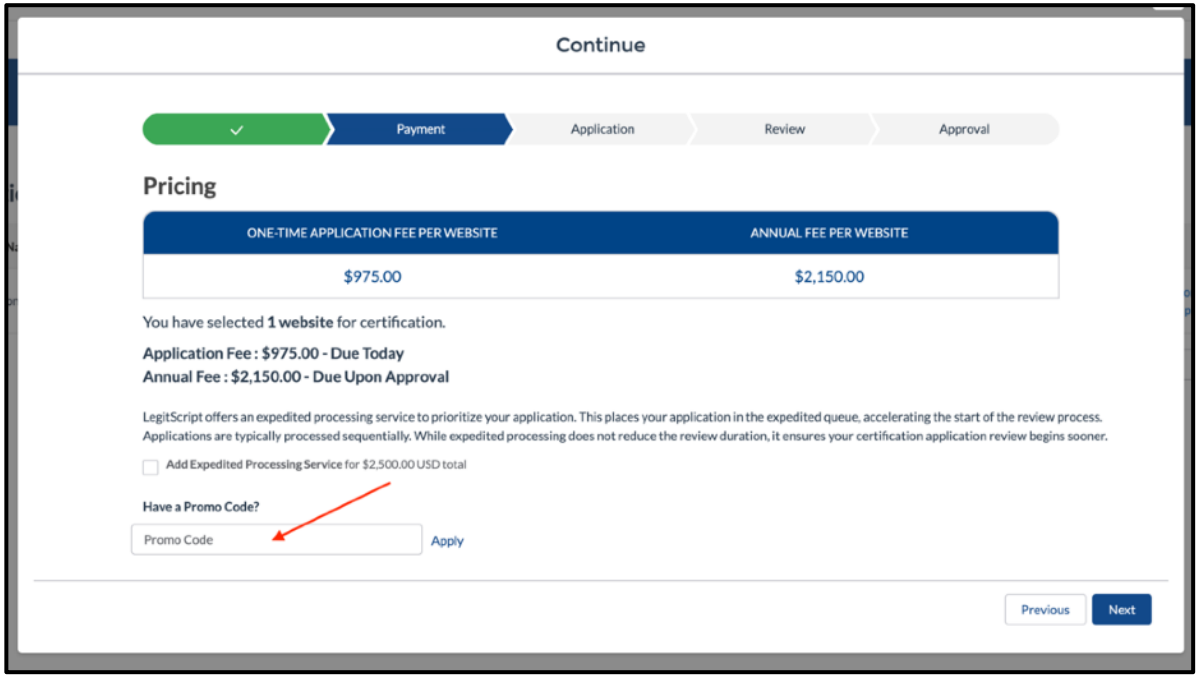
- Complete the Applicant Company Info section.



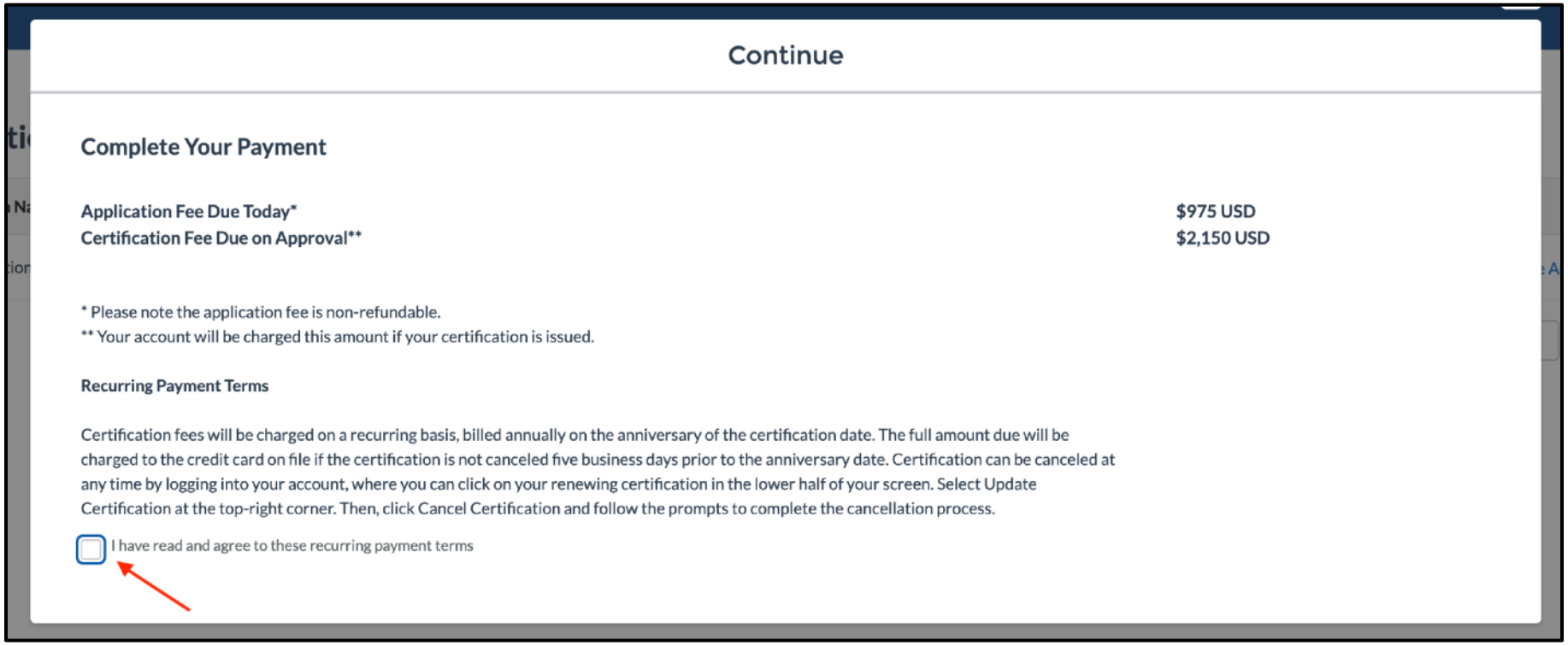
- Complete the Eligibility Form to determine whether your business is in scope for certification and provide which websites, facilities, or products you would like to certify.



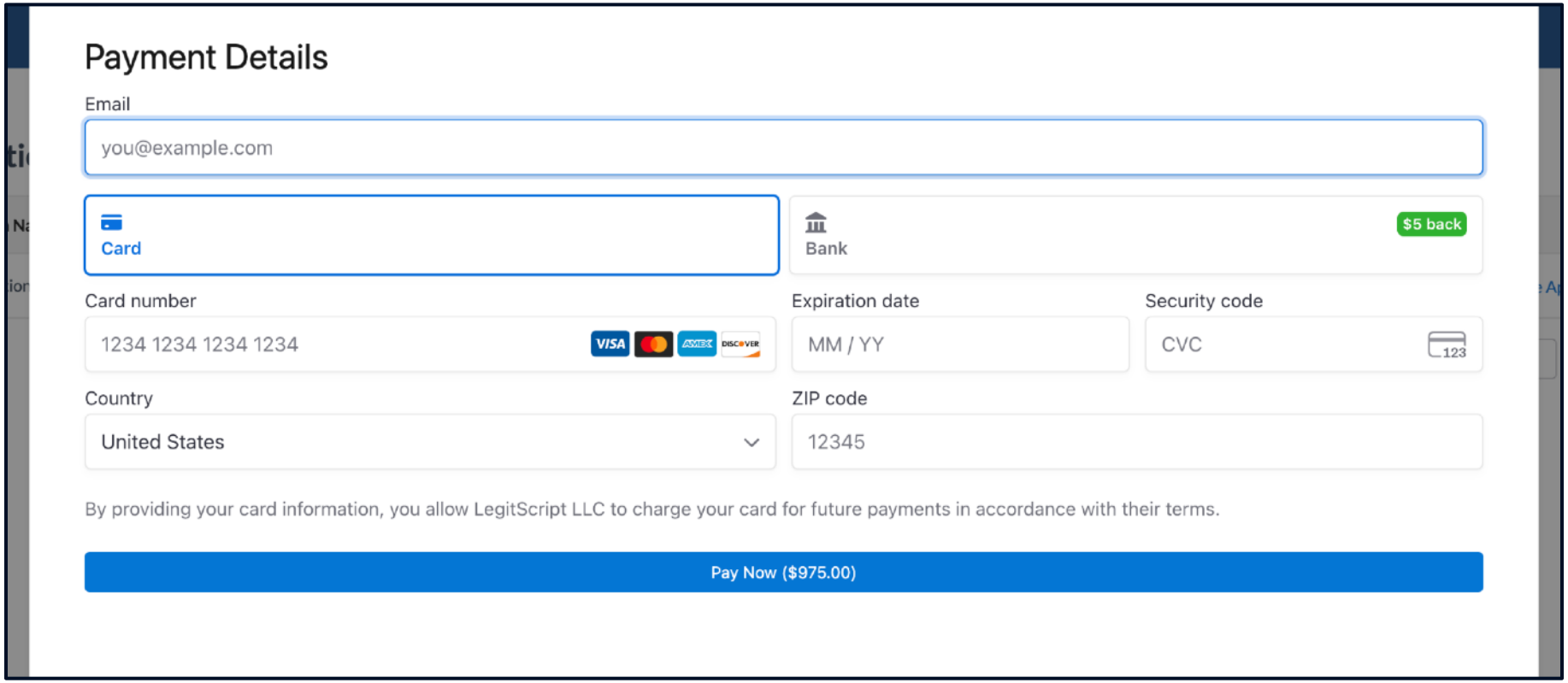
- Pay the application fee. If you have been provided with a promo code you can enter it here.
- Please note that pricing varies based on the type of certification for which you are applying.



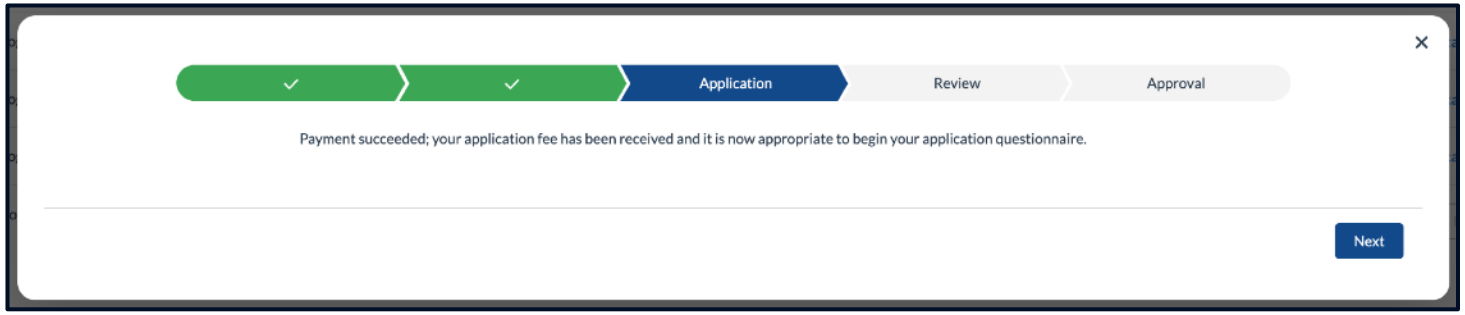
- Confirm you agree to the recurring payment terms.



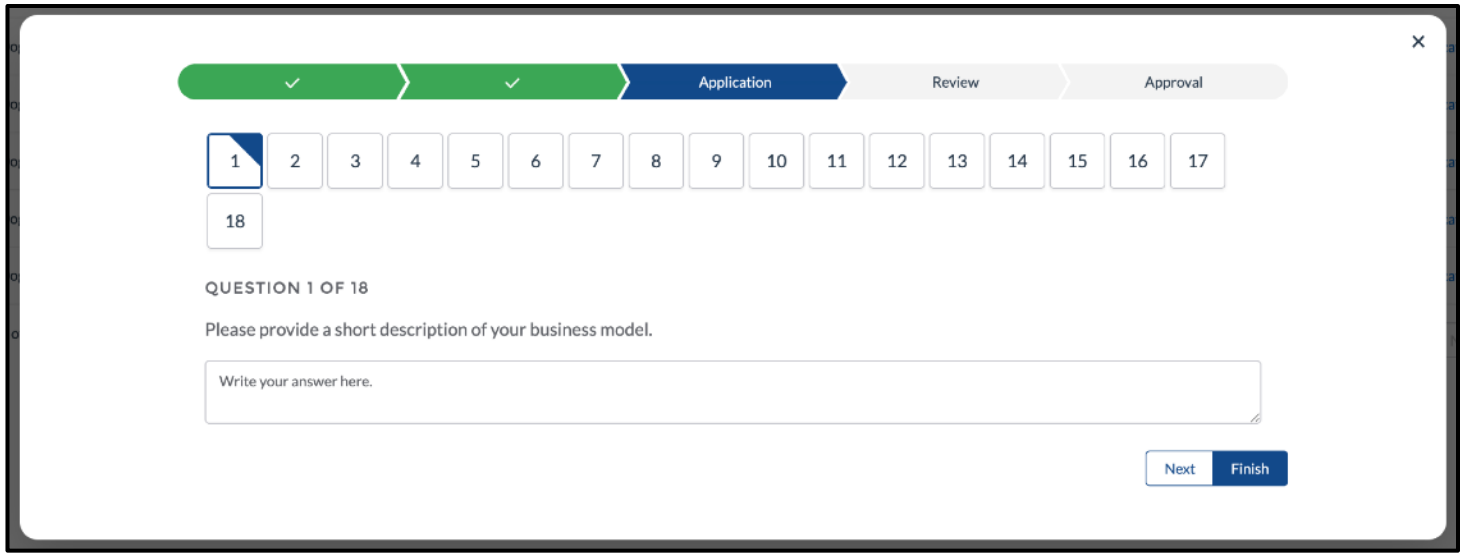
- Enter payment details and submit application fee payment.



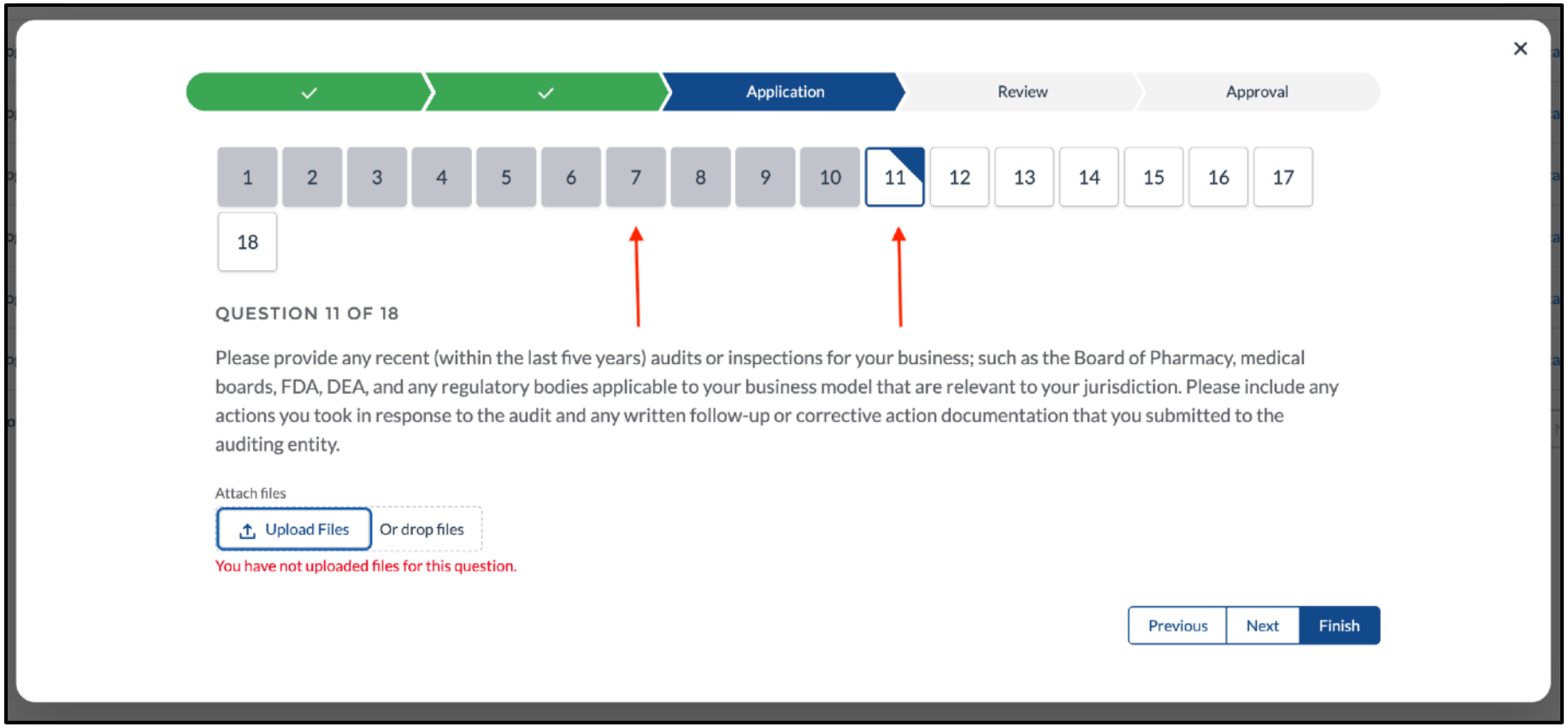
- Once payment is completed, working on submitting the application.



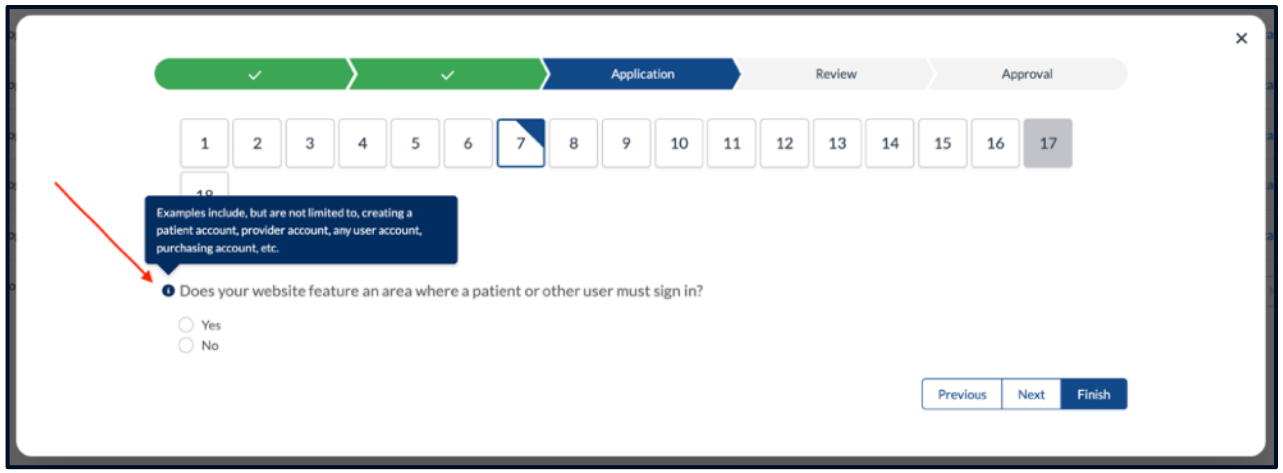
- Your responses will automatically save in case you need to complete the application in stages.



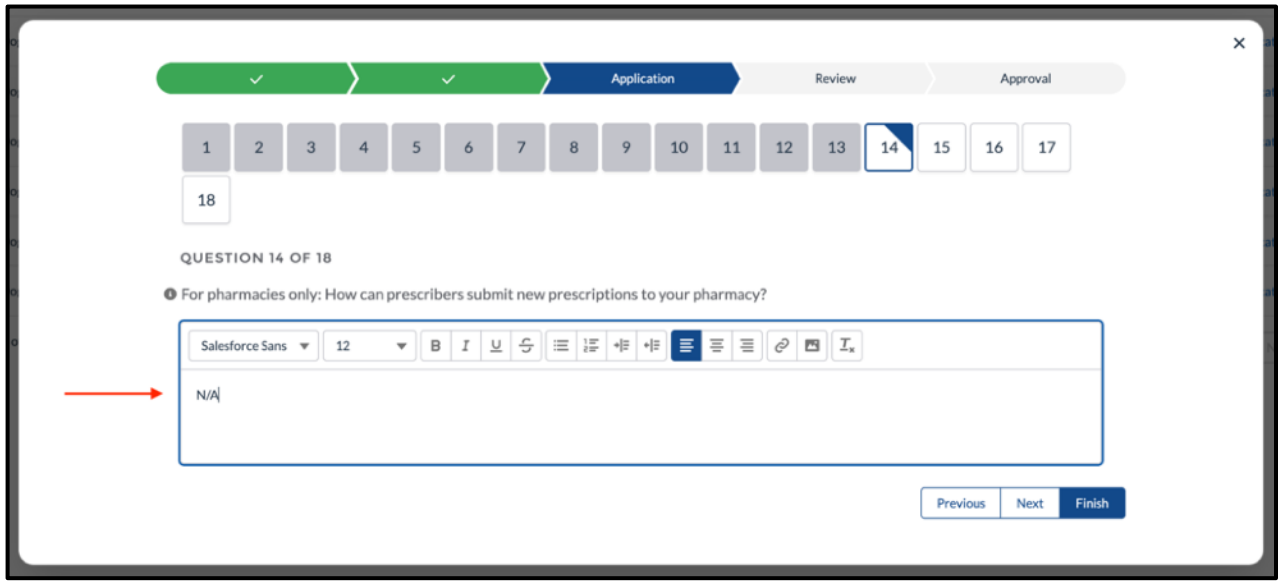
- After a question has been answered, the box will be marked grey. Unanswered questions are in white.



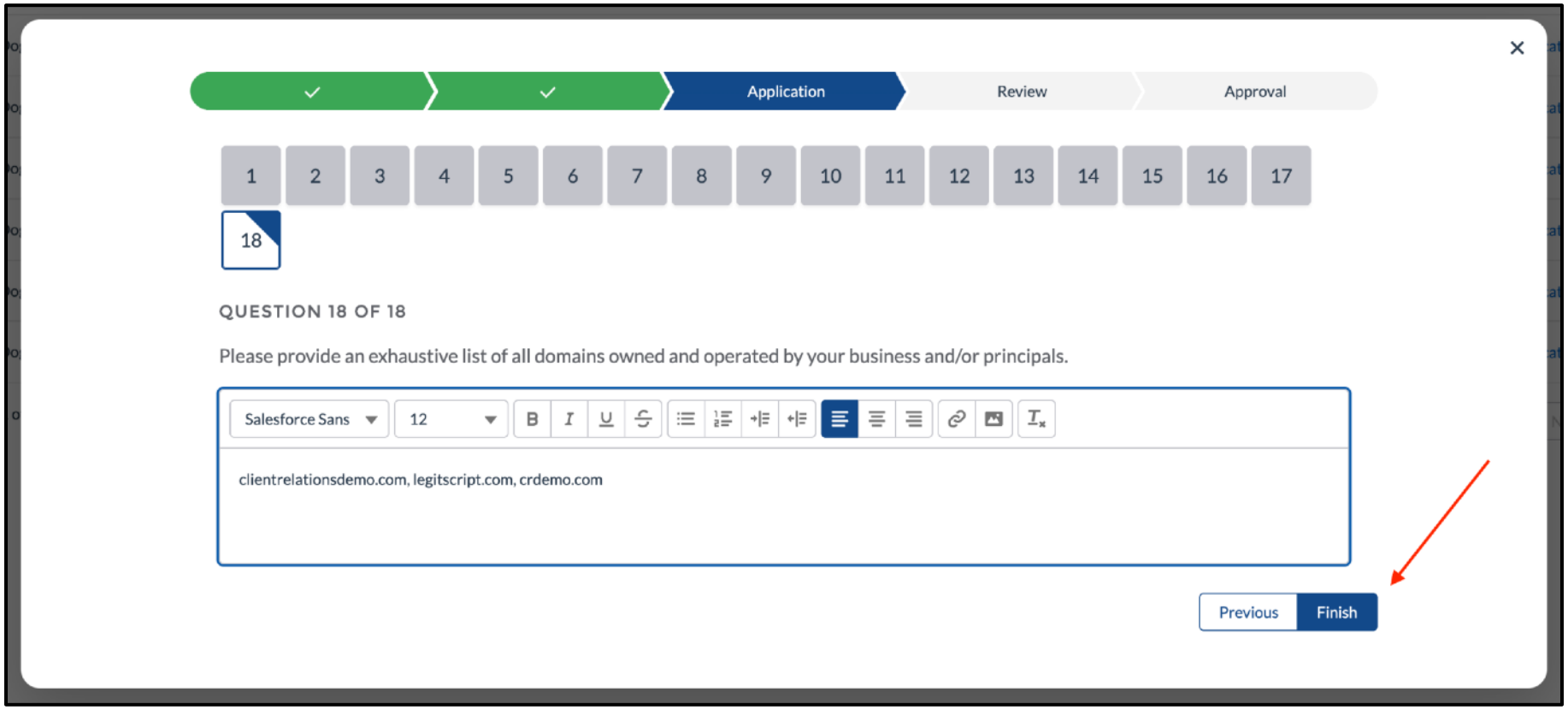
- Tooltips are available throughout the application to provide clarification.



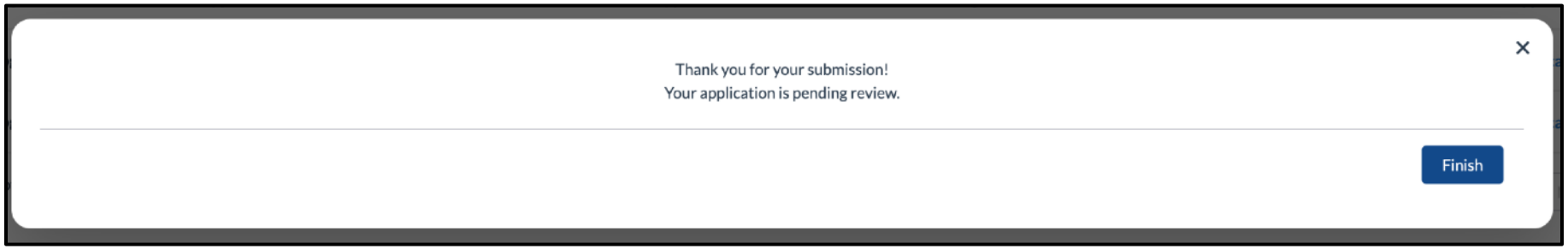
- If a written response is required, but the question is not applicable to your business you can write "N/A."

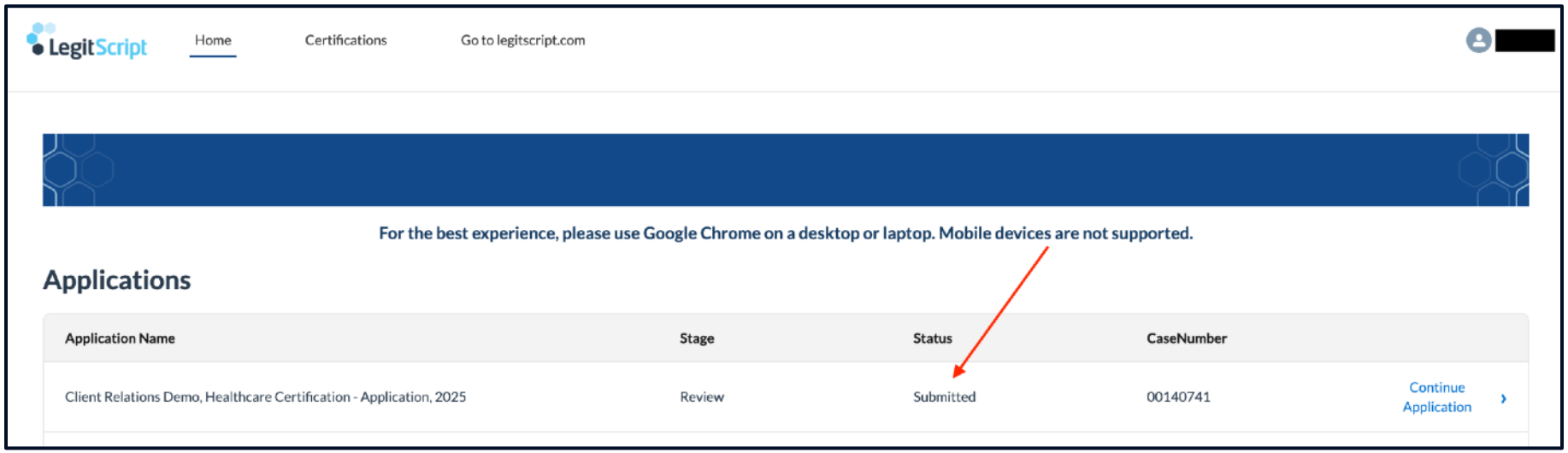


- List any websites your company owns and operates regardless of whether or not you are submitting them for certification.
- Select Finish to submit your application.



- Confirm submission. In your client portal the status should read Submitted.





- Your application will be screened by our Client Relations team within the first two business days of its submission.
- This screening ensures the analyst team has all necessary information for their compliance review. If anything is needed, ScriptCert's internal review team will follow up by email.
- Once ScriptCert completes your pre-screening, we will submit your application to the LegitScript queue.
- You can track these updates in the Client Portal.

Thank You for choosing ScriptCert

For more than 15 years, LegitScript Healthcare Merchant Certification has provided a recognized stamp of approval for merchants to demonstrate compliance to the internet platforms and payments organizations that do business with healthcare companies like yours. Our goal is to support your certification journey to help you meet your business goals. We're looking forward to partnering with you.

If you have any questions about LegitScript Certification, please contact Scott at scott@scriptcert.com or visit our website at scriptcert.com.

Take the Next Step

Want to find out how LegitScript can help your business reduce regulatory risk, avoid fines, and keep your customers safe? Reach out to us to learn how our risk solutions and policy expertise can help you grow your business with confidence.

About LegitScript

At LegitScript, we are committed to making the internet and payment ecosystems safer and more transparent. LegitScript experts proactively track high-risk trends to help keep our partners in compliance and reduce the risk of regulatory scrutiny and expensive card network fines. Our best-in-class risk management solutions identify and flag high-risk merchants, seller listings, and ads to help our clients quickly and accurately remove problematic content from their platforms and portfolios.

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